"IT'S ALL IN YOUR ASS."

OR, AS WE'RE DISCOVERING, YOUR COCK

It's ironic that one of the phrases people use to dismiss a mental illness actually contains more insight than you might think. Because many mental illnesses are the result of things that actually happen in your head – like disruptions in brain circuitry. By understanding the brain better, we'll be able to make huge advances in early detection, diagnosis and treatment.

How important is this? Important enough that $30 million has just been donated to CAMH for next generation brain science research. Our work will attract the world's leading scientists and clinicians and CAMH will be a beacon to mental health experts around the globe.

By deepening people's understanding of the brain and the science behind mental illness, we hope to overcome the stigma and prejudice. Because if we truly want to transform lives, we must also transform the way society thinks about mental illness.

Defeat denial.
Help defeat mental illness. camh
Centre for Addiction and Mental Health